GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:3156
ANSWERED ON:20.12.2004
ROAD SHOWS TO ATTRACT TOURISTS
Singh Shri Sitaram

Will the Minister of TOURISM be pleased to state:

(a) whether the Government proposes to organise "road shows" in foreign countries to make India a popular destination for tourists;

(b) if so, the details thereof; and

(c) the name of countries where such shows have been organised or proposed to be organised?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (SMT. RENUKA CHOWDHURY)

(a), (b) & (c): Organising of Road Shows for marketing and promoting India as a desirable tourist destination is a continuous and ongoing promotional activity of the Ministry of Tourism, in important tourist generating markets overseas.